



MISSISSIPPI STATE DEPARTMENT OF HEALTH

Request for Proposals

To develop and implement the Mississippi Tobacco-Free Coalition Program to reduce initiation of tobacco use, promote tobacco cessation, eliminate exposure to secondhand smoke and eliminate tobacco-related disparities.

Mississippi State Department of Health
Office of Tobacco Control
805 S. Wheatley Street, Suite #400-A
Ridgeland, Mississippi 39157

Contact:
Tiffany Johnson
Telephone: 601-991-6050
Fax: 601-956-4981
e-mail: tiffany.johnson@msdh.ms.gov

A. Overview

The Mississippi State Department of Health (MSDH) Office of Tobacco Control (OTC) promotes and protects the health of all Mississippians by preventing and reducing tobacco use and secondhand smoke exposure. Tobacco use and secondhand smoke are leading causes of death, disease, and disability in Mississippi. Policy, system, and environmental (PSE) strategies are necessary to change existing policies, systematic practices, and environmental factors to improve the health of the overall community. Tobacco-free coalitions can lead to social, economic, clinical, and educational efforts that support lasting behavior change, smoke-free norms, and policy change. Coalitions are part of a comprehensive program and coordinated approach to prevent initiation of tobacco use, protect the public from secondhand smoke, promote cessation, and reduce tobacco-related disparities.

The MSDH OTC is requesting proposals from qualified organizations to develop, lead, utilize, and sustain a Tobacco-Free Coalition in one of the targeted areas (ATTACHMENT A). The OTC will fund a single, discrete, local entity to mobilize community efforts for policy, systems, and environmental changes through the completion of required tobacco control and prevention activities. The applicant must be recognized as a local community-based organization in the service area. Proposals from organizations without a permanent presence in the targeted area are discouraged. To facilitate coalition activities in all areas of the state, the OTC reserves the right to negotiate acceptable arrangements with any coalition grantee (with preference given to those in contiguous counties) for implementation efforts. Applicants can apply for a maximum of three areas within the state of Mississippi.

The program budget proposal must not exceed \$76,000 per targeted area (Please see ATTACHMENT A). The project period is July 1, 2022 - June 30, 2023. Acceptance of a proposal by the MSDH does not constitute a contractual relationship between the applicant and the MSDH. Successful proposals may result in the development of a contractual agreement between the applicant and the MSDH. Multi-year noncompetitive renewal funding will be based upon the availability of funds, quality of work, and outcomes.

Question and Answer Period

Please direct questions regarding this funding opportunity to Tiffany Johnson via e-mail at tiffany.johnson@msdh.ms.gov during the week of Monday, April 18, 2022 - Friday, April 22, 2022.

B. Eligibility Guidelines

Proposals will be accepted from private, non-profit organizations, existing coalitions, and public or local government agencies (schools, municipalities, and their subunits, etc.). The organization must have sufficient financial resources available to meet program deadlines without advance payment from MSDH (MSDH will reimburse for services and materials upon delivery and receipt of monthly itemized invoices).

The organization must submit a disclosure of current or past affiliations or contractual relationships with tobacco companies, owners, affiliates, subsidiaries, holding companies, or companies involved in any way with the production, processing, distribution, promotion, sale, or use of tobacco. Successful applicants cannot participate in any relationship with tobacco or e-cigarette companies during the contractual term with MSDH.

Personnel or representatives of the organization with access to protected health information (PHI) must adhere to all requirements set forth under the federal Health Insurance Portability and Accountability Act of 1993 (HIPAA), as amended, and its corresponding regulations, as well as MSDH Privacy policies. Personnel or representatives of the organization may also be assigned mandatory privacy training by MSDH.

If granted access to an MSDH network, device, and/or other IT resource, any personnel or representative of the organization must adhere to applicable agency IT security policies. This may include the completion of mandatory IT security training assigned by MSDH.

C. Scope of the Project

Competitive grants will be awarded to grantees to work in tandem with the MSDH OTC in the delivery of the tobacco prevention and control programs and activities within the targeted communities to produce policy, system, and environmental changes that reduce tobacco use, increase cessation, reduce secondhand exposure, and reduce tobacco-related disparities. Our goal is to invest strategically in programs and organizations to produce measurable changes that have a significant impact on the health and quality of life of Mississippians. Applicants should consider how activities and impacts will be sustained beyond the project period.

General Coalition

Program Requirements:

- Develop, lead, utilize and sustain a community-based coalition comprised of a diverse membership from the community served who have a shared commitment to tobacco prevention and control. The coalition must include members from professions/organizations including healthcare, law enforcement, education, government, faith-based organizations, media, social organizations, business, and mental health.
- The coalition will work to enhance state and local tobacco control efforts by mobilizing communities to advocate for policy, system, or environmental changes that support smoke-free social norms.

Advocacy and Policy

For the purposes of this RFP, advocacy means those activities and initiatives that result in policy change. The outcomes requested in this RFP are to create and sustain lasting change in communities through education on tobacco-free and smoke-free air policies.

Program Requirements:

- Assess current policies to identify gaps and necessary improvements.
- Assess community support for policy change.
- Utilize the local coalition to engage and mobilize stakeholders, decision-makers, and community members.
- Conduct meetings and educational forums to raise awareness about the public health need for policy change (e.g., secondhand smoke presentations for businesses, social organizations, faith-based organizations, etc.).
- Address community concerns and develop a plan to monitor the policy review and progress.
- Monitor policy/systems/environment change.
- Evaluate the effectiveness of the policy change.

Organizations must have experience with and the capacity to understand, write and execute SMART objectives for policy work at the grassroots level.

Youth Prevention

Successful applicants will educate on policy and implementation strategies to create and sustain reductions of tobacco use and vaping among youth and young adults.

Example activities include:

- Engage youth (grades 5-12) and school administrators in tobacco prevention activities (e.g., CATCH My Breath, alternatives to school suspension, etc.) that lead to policy change or implementation.
- Provide tobacco prevention and control policy strategies to teachers, parents, and administrators, and provide technical support (e.g., model policies, training, signage, etc.) for policy implementation.
- Educate tobacco retailers and community leaders on policy initiatives to prevent youth tobacco use (e.g., local tobacco retail licenses, reducing signage outside stores, limit the distance between tobacco retailers and schools, placing tobacco products in locked cabinets behind the register, etc.).

Communications

Successful applicants must possess oral and written communication skills to develop and present tobacco prevention and cessation messages to the media, stakeholders, policymakers, and community members. The MSDH Office of Communications and OTC will provide most communications and advocacy materials.

Cessation

The successful applicant must have the capacity to provide tobacco or tobacco-related disease/condition (ex. stroke, hypertension, heart disease, etc.) prevention and cessation presentations to healthcare staff, community groups, educators, and the like to increase cessation rates and cessation service utilization. Examples include teaching “Freedom from Smoking”

cessation classes to low-income community groups or training healthcare providers to utilize the Quitline.

Additional Program Requirements:

- Identify the goals and objectives of the tobacco prevention program and describe the plans to achieve stated goals and SMART objectives.
- Provide a timeline for program development, implementation, and evaluation.
- Specify methods to incorporate the prevention program into MSDH OTC's Mississippi Tobacco-Free Coalition program and other organizations throughout the state.
- Identify and engage community partners to ensure strategies related to tobacco prevention and control are a collaborative effort and that populations with tobacco-related disparities are involved and addressed.
- Conduct community assessments to identify and leverage local partners and resources.
- Work with community members to plan, strengthen, adapt, and implement tobacco-free policies.

It is recommended that applicants review and incorporate concepts outlined in the CDC's *Best Practices for Comprehensive Tobacco Control Program: Coalitions* and the Mississippi Tobacco Control and Prevention: Strategic Framework.

D. Proposal Requirements

The following requirements must be included in the proposal. The proposal should clearly identify each section as signified by the numbers attached to each item listed.

1. Cover Page

- Organization name.
- Project Director name and title.
- Financial Officer name and title.
- Mailing address, physical address, and website, if applicable.
- Business phone number, cell number, fax number, and e-mail address.
- Date, name, title, and signature of the individual responsible for the proposal.

2. Abstract:

- Targeted area(s) the coalition will serve.
- Summary of work proposed in the Work Plan.
- Amount requested.

3. Project Narrative:

- Demonstrates the organization's understanding of the population served, tobacco's effect on this population, and tobacco-related disparities in the region.

- Describe the organization's ability to engage and affect change within disparate populations.
- Identify the target county(ies) the coalition will serve. See ATTACHMENT A, to determine the county groupings.
- Cite relevant program and community data and demonstrates how prevention of youth initiation, education, promotion of tobacco cessation, elimination of exposure to secondhand smoke, elimination of tobacco-related disparities, and policy initiatives regarding smoke-free environments are needed for Mississippi communities. Include other tobacco prevention services offered in the community.

4. Policy Work:

- Describe previous local involvement to create and adopt tobacco prevention and cessation policies (e.g., reducing the sale of cigarettes and vaping products to minors; increasing smoke-free/tobacco-free regulations in communities, workplaces, and schools, etc.).
- Detail any involvement in the creation or implementation of interventions focusing on policy, system, or environmental changes to prevent the onset of tobacco-related disease or death, such as heart disease, hypertension, and diabetes.
- Provide an example of a community action plan with culturally appropriate interventions that overcame barriers to a healthy environment.

5. Organizational Structure:

- Demonstrate knowledge of and experience with community-based public health programs and community-based coalitions.
- Describe the administrative and organizational structure by which the program will function. Include organizational charts in the appendices.
- Explain how program staff will be supervised and provide job descriptions for all staff funded in this proposal in the appendices. Job descriptions must include job titles, lines of supervision, responsibilities, education, and experience that reflect the appropriate skills and capacity to deliver the program to the community served.
- Describe how the organization hires and retains qualified staff that represents the target population's racial and cultural diversity.
- Describe the organization's ability to engage partners, stakeholders, and community leaders to foster collaborative relationships and build sustainable momentum for policy change.

6. Work Plan:

- Submit a proposed Work Plan to address programmatic requirements outlined in Section C.

- Provide detailed activities and action steps in the Work Plan.
- Target area(s) and target populations must be clearly identified in each section of the Work Plan.

7. Budget and Budget Narrative:

- Provide a detailed budget of expenditures for the services and activities for July 1, 2022– June 30, 2023, to include the following authorized budget categories:
 - Personnel
 - A minimum of one (1) full-time employee, i.e., Project Director (percentage of time: 100%), is required to implement the program. The salary amount for the full-time employee must be based on education and experience as outlined in the *MSDH Office of Tobacco Control Community Coalitions Salary Scale* (Attachment B).
 - Fringe rate not to exceed 36% of salary.
 - Fiscal Agent's pay not to exceed 3% of budget.
 - Travel
 - Travel category not to exceed 5% of the overall budget.
 - Mileage rate will be reimbursed according to the current State of Mississippi rate
 - Commodities
 - Commodities category 7% to 10% of the overall budget.
 - Includes office supplies, program materials, OTC approved MTFC logo business cards and stationery, etc.
 - Operating expenses (Contractual)
 - Inclusive of rental space fees, utilities, etc.
 - One-time expenses
 - One-time expenses category not to exceed \$2,500.00, subject to OTC approval.

One-time expenses include costs such as office furniture and equipment (e.g., laptop computer, printer, fax machine, copier, camera, etc.) needed to implement the program.

- The budget narrative must explain how expenditures support the administrative and programmatic activities necessary to manage the program and accomplish the proposed objectives.
- Include brief descriptions of staff positions that will be funded in whole or in part by this award. Each position should be justified and relevant to program activities. Staff must be identified by name in the budget and justification. Similar justification must be provided for travel items, equipment, commodities, etc.
- Explain the type of monitoring system that will be used to track spending.

Note: Funds awarded will be subject to monitoring. Proposals submitted with an incomplete budget or narrative will not be reviewed.

7. Appendix- should include all supporting documentation, such as:

- A disclosure of current or past affiliation or contractual relationships with major tobacco companies, owners, affiliates, subsidiaries, holding companies, or companies involved in any way with the production processing, distribution, promotion, sale, or use of tobacco.
- An organizational chart for the proposed program.
- Job descriptions for all staff funded under the program.
- Résumés of key personnel hired for the program. Resumes should include employment title, current position within the applicant's organization, professional experience and education, and other pertinent information.
- Official educational transcripts for key personnel hired for the program.
- Two letters of support from organizations or groups who support and will allow the proposed program and program-related materials to be implemented in their facilities and/or within their organizations.
- Documentation of 501 (c) (3) status, if applicable.
- Documentation of applicant's registration with Internal Revenue Service (IRS) (Federal Tax ID #).
- A signed statement of assurance that state funds will not be expended for sectarian instruction, worship, prayer, or proselytization purposes.
- A signed statement of assurance by the organization that all personnel or representative working for the program will adhere to all applicable MSDH IT security and privacy policies and training requirements.
- To further ensure the grantee has the capacity to accept a reimbursement grant from MSDH OTC, the grantee's proposal shall include one (1) of the following three (3) items:
 - A copy of the latest Form FS as submitted to the State of Mississippi, Secretary of State,
 - A copy of the latest Form 990 as filed with the IRS, or
 - A copy of the latest audited financial statement that your organization typically uses for reporting purposes.

E. Procedure for Submission and Delivery of Response to Request for Proposal

1. Submission Requirements:

- Application should not exceed 10 pages (excludes appendices).
- 12-point Times New Roman font.
- Spacing: Double spaced.
- Paper size: 8 ½ by 11 inches.
- Page margin size: One inch.
- Printed on one side of page.
- Page numbering: Page numbers are to be placed at the top right corner of each page, including charts, figures, table, and appendices.
- Application should only be held together by binder clips.

- Spell out acronyms the first time they are used.

Applicants are required to submit **one (1) complete original** (marked) proposal and **five (5) copies** of the proposal. Facsimile (faxes) and electronic submissions will not be accepted. Proposals and materials will not be returned to the applicants.

The original and five copies of the proposal should be signed, and all requirements submitted in a sealed envelope or package and postmarked **no later than 5:00 p.m. CST on Monday, May 9, 2022**. If hand-delivered, the proposal should be stamped by the Office of Tobacco Control clerk at the front desk. Responses received after the deadline will not be considered.

Submit Proposal to:
Tiffany Johnson
Office of Tobacco Control
Mississippi State Department of Health
805 S. Wheatley Street, Suite #400-A
Ridgeland, Mississippi 39157
Email: tiffany.johnson@msdh.ms.gov
Phone: 601-991-6050
Fax: 601-956-4981

NOTICE: Proposals that fail to follow the instructions in this document are ineligible. No proposal may be revised, amended, or altered once it is received. MSDH reserves the right to negotiate or reject any or all proposals or cancel this RFP in its entirety. Submission of a proposal indicates that the applicant agrees to the terms and conditions of the RFP.

Except to the extent that specified items of commercial and financial information of a proprietary nature or designated trade secrets are clearly marked or identified as being sensitive data, all materials provided by the applicant including budget and financial data, information concerning business systems and procedures, personnel participation data and personnel qualification information, and other unique program descriptions and intellectual property identified by the applicant will be subject to disclosure by MSDH in accordance with Miss. Ann. Code §§ 25-61-1 et seq., “Mississippi Public Records Act of 1983.”

F. Award and Notification

Grant awards will be based on total score given by the grant review committee and geographic location. All grant awards are subject to adjustments contingent upon funding for the Mississippi Tobacco-Free Coalition program.

Applicants will be scored based upon the following criteria and can receive up to 100 possible points on the application.

Ability to Provide the Service - Proposer's ability to provide the required services as reflected/evidenced by qualifications (25 points).

- Provides clear description of qualified personnel (e.g., staffing and management).
- Education and experience of personnel required to complete the tasks.

Past Performance - Evidence of past performance in similar work that demonstrates high quality results (10 points).

- Clear description of work performed.
- Level of experience.

Quality of the Application - The overall quality of the proposed plan for performing the required services (the plan should reflect an understanding of the project and its objectives). Consideration will be given to the completeness of the response to the specific requirements of the solicitation (35 points).

- All tasks are addressed.
- Clear and detailed description of how work will be completed.
- Clear description of capacity to address all tasks.
- Roles and responsibilities clearly defined.
- Timeline with deliverables.

Budget of evaluation services outlined (30 points):

- Detailed budget narrative included.
- Budget aligned with scope of work and services to be performed.

All applicants will be notified of the decision regarding their proposal.

G. MSDH Responsibilities

- Provide program oversight and monitoring in compliance with state and federal requirements.
- Conduct regularly scheduled program site visits.
- Provide ongoing technical assistance to ensure optimal program implementation.
- Process payment requests in a timely manner once all required documentation has been provided.

Application Checklist

- ____ Cover page
- ____ Abstract
- ____ Project Narrative
- ____ Evidence of Policy Work
- ____ Organizational Structure
- ____ Work Plan
- ____ Budget
- ____ Budget Narrative
- ____ Certification of non-acceptance of tobacco industry funds/or resources
- ____ Letters of Support
- ____ Appendices

Applicants are required to submit:

- ____ (1) Original hardcopy of the complete application
- ____ (5) photocopies of the complete application

**Application should be postmarked before or by Monday, May 9, 2022, by 5:00 p.m. CST.
to:**

**Office of Tobacco Control
Attention: Tiffany Johnson
Mississippi State Department of Health
805 S. Wheatley Street, Suite #400-A
Ridgeland, Mississippi 39157**

ATTACHMENT A

Mississippi Tobacco-Free Coalition Program Targeted Area(s)

**The funding opportunity is for the following Mississippi Tobacco-Free Coalitions:
Funding amount not to exceed \$76,000.00 per targeted area.**

Target Area/Counties

Mississippi Tobacco Free Coalition of Desoto and Tate Counties

ATTACHMENT B

**MSDH Office of Tobacco Control
Community Coalitions Salary Scale**

Base Salary No Degree	< 3 Years Experience	3 to 5 Years Experience	5 to 10 Years Experience	> 10 Years Experience
\$28,000.00	\$29,500	\$31,500	\$33,000	\$37,000

Base Salary Bachelor's degree	< 3 Years Experience	3 to 5 Years Experience	5 to 10 Years Experience	> 10 Years Experience
\$29,500	\$31,500	\$34,000	\$37,000	\$41,500

Base Salary Master's degree	< 3 Years Experience	3 to 5 Years Experience	5 to 10 Years Experience	> 10 Years Experience
\$32,500	\$35,000	\$38,000	\$42,500	\$46,500

- Maximum contribution from the MSDH OTC is based on 100% effort, (40 hours per week) for Project Director.
- To receive maximum contribution from the MSDH OTC, education and experience must be **Directly Related** to public health, environmental protection, and/or education.